

## LISTING OF THE CLAIMS

The following listing of the claims replaces all prior listings of the claims in the application:

**Claim 1 (previously presented):** A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

selecting an advertisement for playback,

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser only if said caller did not terminate playback of said advertisement.

**Claim 2 (original):** The system of Claim 1 wherein said process further includes reading a plurality of user information.

**Claim 3 (original):** The system of Claim 1 wherein said process further includes a user customizing said advertisement.

**Claim 4 (original):** The system of Claim 1 wherein said process step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

**Claim 5 (original):** The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server.

**Claim 6 (original):** The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being directed originally to a cellular telephone user.

**Claim 7 (previously presented):** A system for voice mail advertising, said system comprising:

a telephone router;

a storage component for advertisements and messages;

an input/output component for communicating with said telephone router; and

a processing component executing a process including

customizing said advertisement by a user,

reading a plurality of user information,

selecting an advertisement for playback,

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser only if said caller did not terminate playback, including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

**Claim 8 (canceled)**

**Claim 9 (canceled)**

**Claim 10 (previously presented):** A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

customizing said advertisement by a user,

reading a plurality of user information,

selecting an advertisement for playback,

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser only if said caller did not terminate playback, including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee; and

a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being originally directed to a cellular telephone user.

**Claim 11 (previously presented):** At least one computer programmed to execute a process for voice mail advertising, the process comprising

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and

billing an advertiser only if said caller did not terminate playback.

**Claim 12 (original):** The process of Claim 11 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

**Claim 13 (original):** The process of Claim 11 further including reading a plurality of user information.

**Claim 14 (original):** The process of Claim 11 further including customizing said advertisement by a user.

**Claim 15 (previously presented):** A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for voice mail advertising, said method comprising:

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and  
billing an advertiser only if said caller did not terminate playback.

**Claim 16 (original):** The process of Claim 15 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

**Claim 17 (original):** The process of Claim 15 further including reading a plurality of user information.

**Claim 18 (original):** The process of Claim 15 further including customizing said advertisement by a user.

**Claim 19 (previously presented):** Computer readable media tangibly embodying a program of instructions executable by a computer to perform a method of voice mail advertising, said method comprising:

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and

billing an advertiser only if said caller did not terminate playback.

**Claim 20 (original):** The process of Claim 19 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

**Claim 21 (original):** The process of Claim 19 further including reading a plurality of user information.

**Claim 22 (original):** The process of Claim 19 further including customizing said advertisement by a user.